



Press Information

## **Romford BID Holds Huge Chinese New Year Celebration in Town Centre**

On Saturday 10<sup>th</sup> February, between 12noon – 4pm, Romford BID held a magnificent party to bring in The Year of the Dragon, with a range of incredible Chinese performances for visitors to enjoy in the town's marketplace.

Performances included two authentic Chinese lions, one full size spectacular dragon, show-stopping stilt walkers and dramatic dolly head performances. Plus, there was live music, dancing, drumming performances, origami classes and visitors could get their faces painted by talented artists. The events were incredibly popular, with visitors to the town exceeding all expectations.

Plus, there was delicious Chinese food served by Wokabout in the market, and the teams at Kiddiewinks Softplay and Pearl of the Orient within the Romford Shopping Hall handed out free Chinese red New Year money envelopes to visitors containing sweet treats, which are a way to send good wishes to loved ones during New Year.

Romford BID even arranged for the dragon to visit the Tropical Lagoon Ward at the Queen's Hospital in Romford, following feedback that the children on the ward had been creating Chinese decorations all week and were really excited about Chinese New Year. The children were wowed and amazed by the performances and loved having their pictures taken alongside a traditional Chinese dragon.

**Julie Frost, Romford BID Director** said, *"Wow, what an exceptional day Saturday was. The performances were sensational – visitors to the town were so amazed by the entertainment we booked. I had such incredible feedback on the day – the performances, particularly the lions, really integrated and entertained the crowds and the stilt walkers did a brilliant job, especially given the weather. This is becoming one of our most loved events, so we definitely plan to do something*



## Press Information

*similar next year too. Holding events that celebrate different cultures and help bring our community closer together is very important to us, and Saturday's event really did that!"*

**Michelle Petty, Sales and Marketing Manager at Romford Shopping Hall** said, *"A massive thank you to Julie and the Team from Romford BID for hosting the most amazing Chinese New Year event in Romford. All the shops within the Shopping Hall had a fun day and we can honestly say it was the busiest we have been since pre-covid. Events like these benefit the town centre by increasing footfall and dwell time whilst providing FREE entertainment for residents. Look out for lots more events coming soon!"*

**The Play Team at the Queen's Hospital in Romford** said, *"Our families and staff really enjoyed the visit from the Dragon dancers. These events bring a welcome break for the children from the long days on the ward. The play team provide toys and activities for children and help them when facing medical interventions i.e. scans."*

----- ENDS -----

**For more information, please contact Sarah Gregory on 07725 041862**